

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/7/2014	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve a twenty (20) month agreement with Verdin Marketing Ink/Riester Corporation, in an amount not to exceed \$175,000 to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.			
(5) RECOMMENDED ACTION It is recommended that your Board approve a twenty (20) month agreement with Verdin Marketing Ink/Riester Corporation to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) Business Improvement District assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$175,000.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/7/2014

SUBJECT: Request to approve a twenty (20) month agreement with Verdin Marketing Ink/Riester Corporation, in an amount not to exceed \$175,000 to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.

RECOMMENDATION

It is recommended that your Board approve a twenty (20) month agreement with Verdin Marketing Ink/Riester Corporation to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

DISCUSSION

The CBID, on behalf of the Cayucos Local Area, released a 20 month marketing partnership request for proposal (RFP) on July 31, 2013. The marketing agencies were asked to submit proposals that focused on how they would promote the Cayucos Local Area. Seven (7) proposals were submitted. Those initial proposals were reviewed and ranked by the Cayucos Local Area Advisory Board resulting in five (5) agencies being selected to be interviewed with two (2) agencies being asked to present their marketing plan tactics, success measurements and plan implementation details to the Cayucos Local Area Advisory Board on October 7, 2013.

At that same meeting, the Cayucos Local Area Advisory Board selected Verdin Marketing Ink and Riester Corporation as Cayucos tourism business improvement district marketing firm for 20 months beginning November 1, 2013. On October 23, 2013, the CBID Advisory Board voted to recommend that the use of Cayucos local area funds for this purpose. The marketing plan and scope of work, included as Exhibit A of the agreement, were also approved by the Cayucos Local Area Advisory Board at their October 7, 2013 meeting.

OTHER AGENCY INVOLVEMENT/IMPACT

The Cayucos Local Area Advisory Board chose Verdin Marketing Ink/Riester Corporation as the agency to develop and implement of a twenty (20) month marketing plan. Administrative Office staff provides support and acts as the liaison between the County and the CBID. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The agreement with Verdin Marketing Ink/Riester Corporation will be funded completely out of assessments specifically collected from the Cayucos local area and no County General Fund dollars will be used. Over the twenty month agreement, Verdin Marketing Ink/Riester Corporation will be paid up to \$175,000 beginning November 1, 2013 to provide the services as outlined in marketing plan and scope of work attached as Exhibit A of the agreement.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the Cayucos Local Area Advisory to meet the expectations of the lodging business owners paying the assessment. The Cayucos Local Advisory Board will track the performance of Verdin Marketing Ink/Riester Corporation during the term of this agreement.

ATTACHMENTS

1. Verdin Marketing Ink/Riester Corporation marketing agreement